



TOWN OF LOS GATOS

ARTS COMMISSION

Penelope O'Neill, Chair	Jade Bradbury, Vice-Chair
Tricia Capri	Mary Curtis
Marianne Hamilton	Jonathan Knowles
Valerie Hopkins	David Stonesifer
Mika Storz	

TOWN OF LOS GATOS ARTS COMMISSION

WEDNESDAY, MARCH 12, 2008
PLEASE NOTE TIME CHANGE: 3:30 P.M.

208 East Main Street, Room 208
Neighborhood Center (Upstairs)
Los Gatos, California

PARTICIPATION IN THE PUBLIC PROCESS

The Town of Los Gatos strongly encourages your active participation in the public process, which is the cornerstone of democracy. If you wish to speak to an item NOT on the agenda, you may do so during the "Verbal Communications" period. The time allocated to speakers may change to better facilitate the Arts Commission meeting.

The purpose of the Arts Commission meeting is to conduct the business of the community in an effective and efficient manner. This is done by following meeting guidelines set forth in State law and in the Town Code. Conduct which is considered disruptive during Arts Commission meetings includes, but is not limited to:

- Addressing the Arts Commission without first being recognized;
- Interrupting speakers, Arts Commission members, and Town staff;
- Continuing to speak after the allotted time has expired;
- Failing to relinquish the podium when directed to do so; and
- Repetitiously addressing the same subject.

For the benefit of the community, the Town of Los Gatos asks that you follow the Town's meeting guidelines while attending Arts Commission meetings and treat everyone with respect and dignity.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Services Department at (408) 354-6888. Notification 48 hours before the meeting will enable the Town to make reasonable arrangements to ensure accessibility to the meeting. [28 CFR 35, 102-35.104]

ROLL CALL

MUSIC IN THE PARK: STATUS REPORT (Hopkins)

(Attachment 1)

APPROVAL OF FEBRUARY 13, 2008 MINUTES

(Attachment 2)

COMMUNICATIONS

Verbal (Three minute time limit per speaker for subjects not agendized)

Written

COMMITTEE REPORTS

Grant Evaluation Committee:

- A. Approve FY 2008/09 Community Grant Allocation
Recommendation (O'Neill)

(Attachment 3)

Steering Committee (O'Neill)

- A. Council/Commission Retreat, Status Report

LIAISON REPORTS (Networking the Arts)

(Three minute time limit per report)

OTHER BUSINESS

Informational Report on What's New (Staff)

Web Site Update (Capri)

ADJOURNMENT

Adjourn to April 9, 2008.

Attachments

1. MIP
2. February 13, 2008 Minutes
3. FY 2008/09 Community Grant Allocation Recommendation

ATTENDANCE: Please contact the Commission Chair or the Community Services Department at (408) 354-6888 if you are unable to attend. The current Town Attendance Resolution states that any commissioner who is absent from four regular meetings held in a twelve month period, shall surrender his or her office on the Commission.

MIP
MARCH 12, 2008

- A. Sponsor Invoice Letters – mailed 3/3/07; payment due 4/1/08

- B. Marketing Materials – changes to graphic artist 4/11/08
 - Band description – submit to Valerie at meeting
 - Identify in-kind sponsors
 - Identify special contributions

- C. Badges w/schedule on back – review and approve
 - Commissioners – change “VIP” to “MIP”
 - Sponsors to receive “VIP” badges

- D. Budget – Review proposed costs and determine which to include in budget
 - Color Ads - \$1,350
 - (\$135/week x 10 weeks)
 - Risers/pick-up & delivery - \$250
 - (\$66 risers & \$187 pick/up & delivery – Glenn Miller)
 - Hats - \$430.56 per gross
 - (\$2.99/ea without changes)
 - Barricades - \$180
 - (6 @ \$30 each)

- E. Sponsor Survey – Review and discuss revised survey form

- F. Food Sales



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Alison Storz

TOWN OF LOS GATOS ARTS COMMISSION

WEDNESDAY, FEBRUARY 13, 2008
3:30 P.M.

208 East Main Street, Room 208
Neighborhood Center (downstairs)
Los Gatos, California

MINUTES

ROLL CALL

Members Present: Chair O'Neill, Vice-Chair Bradbury, Commissioners Capri, Curtis,
Hamilton, Hopkins, Knowles, Stonesifer and Storz

Members Absent: None

Also Present: Ted Lorraine, St. Luke's Sunset Series Chamber Music; Charles Schmidt,
Dr. and Mrs. Allan Bernstein, Photographic Guild of Los Gatos;
Regina Falkner, Community Services Director

MUSIC IN THE PARK: STATUS REPORT

Commissioners discussed plans for the 2008 concert series.

MINUTES APPROVAL OF JANUARY 9, 2008 MINUTES

It was M/S/C (Hamilton/Hopkins) that the minutes be approved.

COMMUNICATIONS

Verbal (Three minute time limit per speaker for subjects not on agenda.)

Vice-Chair Bradbury reported on an exhibit of Marian Claydon's work at the Quilt and Textile Museum.

Written - None

COMMITTEE REPORTS

Grant Evaluation Committee: Evaluation Committee Report (O'Neill)

Representatives of the Los Gatos Photographic Guild and St. Luke's Sunset Concert Series addressed the Commission and answered questions regarding their programs. Staff reviewed the memo describing the process.

Art in the Council Chambers: Status Report (Bradbury)

Vice-Chair Bradbury reported on the recent reception for the work of Jan Pitcher and Kelly Castro. The reception was well attended. Revised schedules were distributed.

Steering Committee (O'Neill) – No Report

Council/Commission Retreat, Status Report

Chair O'Neill provided an overview of the Council/Commissioners Retreat which is scheduled for April 26th. She will distribute draft Questionnaires prior to the next meeting.

Art Commission Discussion and Vote on Plein Air Project

Chair O'Neill presented a report regarding a Plein Air Project. It was M/S/C (Hamilton/Knowles) to not pursue a Plein Air Festival but make contact with the Rotary Morning Club regarding its project.

LIAISON REPORTS (Networking the Arts)

(Three minute time limit per report)

The revised roster was distributed. Commissioner Hopkins reported on the Los Gatos Museum Association's Touch My Heart fundraiser.

STAFF REPORTS

Review and Comment on Art Proposal at Sobrato Development

Staff reviewed the Art proposal for the private facility located at 100 Winchester Circle. The Arts Commission agreed to support the project.

Review of Brown Act

Staff reminded Commissioners of the February 27th training for all Commissioners.

ADJOURNMENT

Meeting was adjourned at 5:15 p.m. to Wednesday, March 12, 2008.



MEMORANDUM

COMMUNITY SERVICES DEPARTMENT

To: Arts Commission
From: Community Grant Evaluation Committee
Subject: FY 2008/09 Community Grant Allocation Recommendations
Date: February 25, 2008

RECOMMENDATION

That the Arts Commission adopt the Evaluation Committee's preferred recommendation to the Town Council that it allocate FY 2007/08 Community Grant funds for Arts, Cultural, and Educational programs as shown below:

Agency	FY 2007/08 Allocation	FY 2008/09 Request	FY 2008/09 Status Quo Recommendation	FY 2008/09 Evaluation Committee Preferred Recommendation
Grants				
Art Docents of Los Gatos	\$4,500	\$5,500	\$4,500	\$4,500
Festival Theatre Ensemble	\$1,000	\$2,000	\$1,000	\$1,300
Los Gatos Community Concert Assoc.	\$1,000	\$1,500	\$1,500	\$1,200
Photographic Guild of Los Gatos	\$1,000	\$1,500	\$1,000	\$1,100
St. Luke's Sunset Concert Series	\$1,000	\$1,500	\$1,000	\$1,200
TOTAL	\$8,500	\$12,000	\$8,500	\$9,300

BACKGROUND

The Community Grant program is funded through the Town's General Fund. It provides grants to non-profit agencies in addition to the federally-funded CDBG grants that the Town allocates. Human services agency applications are reviewed by the Community Services Commission for recommendation to the Town Council; the Arts Commission reviews arts, cultural, and educational service agency applications.

This report summarizes the recommendation of the Arts Commission's Community Grant Evaluation Committee to the Arts Commission. At its March 12 meeting, the Arts Commission will consider this recommendation and adopt a recommendation to the Town Council. The Town Council will consider the Arts Commission's recommendation at its April 7 meeting.

DISCUSSION

The Town received five applications for funding in the Arts/Education category. Summaries of these applications are attached as Exhibit A. Community Grant Evaluation Committee members met on February 21 to discuss the services provided by the applicants, the benefit received by Los Gatos residents, and the agencies' funding requests for FY 2008/09.

The Commission has been asked to maintain status quo funding for FY 2008/09. The status quo recommendation would maintain funding for all five organizations at the same level as the 2007/08 budget. However, the Evaluation Committee's preferred recommendation is to increase the Arts Grant budget by \$800 to provide 4 of the organizations with a slight increase due to increased costs associated with providing services. It is not recommended that Art Docents receive an increase. In the 2006/07 budget Art Docents received a \$4000 grant plus a \$500 augmentation. In the FY 2007/08 grant the \$500 augmentation grant became part of the overall grant to Art Docents, raising their total grant back to \$4,500. As such, they are recommended to receive a status quo grant of \$4,500.

In FY 2007/08 the funding for Arts Grants increased to \$8,500 from \$8,370 budgeted in FY 2003/04. Although there have been years when funding for Arts grants has dipped to \$7,870, the budget for Arts Grants has and remained fairly constant over the last five years. However, the cost of providing services has increased significantly. All of the Arts organizations requesting funding have partnered with the Town for 3 or more years and have continued to provide the same level of service despite minimal to no increase in grant funding.

Organization	03/04	04/05	05/06	06/07	07/08	08/09 Status Quo	2008/09 Preferred
Art Docents	4,500	4,500	4,500	4,500	4,500	4,500	4,500
Festival Theatre Ensemble	--	--	1,000	1,000	1,000	1,000	1,300
LG Community Concert Assoc.	870	870	870	870	1,000	1,000	1,200
Photographic Guild of LG	500	500	--	--	1,000	1,000	1,100
St. Luke's Sunset Concert Series	500	500	500	500	1,000	1,000	1,200
Los Gatos Museum Assoc.	1,400	--	--	--	--	--	n/a
Public Art	--	1,500	1,000	--	--	--	n/a
Youth Science Institute	600	--	--	--	--	--	n/a
Cinecats	--	--	--	500	--	--	n/a
Music in the Park CG	--	--	--	1,000	--	--	n/a
TOTAL	\$8,370	\$7,870	\$7,870	\$8,370	\$8,500	\$8,500	9,300

Funding Recommendation

The Arts Council Grants Evaluation Committee respectfully requests that the Commission consider recommending to the Town Council that 4 of the 5 applicants receive an increase in funding, totaling an increased request of \$800 to the Arts Grants budget. It is recommended that Art Docents of Los Gatos be funded at the FY 2007/08 level because they received an increase in their grant last year. All agencies have met the terms of their FY 2007/08 grant contracts and provide valuable arts and educational resources to Los Gatos residents.

Investment in the arts results in significant returns. Arts organizations play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue and are an important component of economic development. Most importantly, the arts are vital to maintaining an outstanding quality of life and the education of children. Participation in the arts opens up children's worlds and minds and offers them skills needed for a bright future. The arts play a tremendous role in the lives of every Los Gatos resident, young and old. Support for Los Gatos arts organizations helps build a robust cultural community. Local Arts organizations face increased expenses, a struggle to raise funds and are typically unable to cover the costs of their operations with ticket sales alone. These organizations rely on public support and return the investment through a vibrant community. When we invest in art, we invest in our community.

CONCLUSION

The Community Grant Evaluation Committee recommends that the Arts Commission adopt the Evaluation Committee's preferred recommendation to the Town Council regarding FY 2008/09 Community Grant funds for Arts, Cultural, and Educational programs.

EXHIBITS**A. Grant Application Summaries****Distribution**

Art Docents of Los Gatos
Festival Theatre Ensemble
Los Gatos Community Concert Association
Photographic Guild of Los Gatos
St. Luke's Sunset Concert Series

**Town of Los Gatos
FY 2008/09 Community Grant Program
Application Summary**

Project: Sunset Concerts

Agency: Saint Luke's Episcopal Church
20 University Avenue
Los Gatos, CA 95030
Ted Lorraine, Artistic Director
408.281.3965

Project Description: To present high quality chamber music concerts at a broadly affordable price to enrich the community.

Project Work Plan:

Direct Services

<i>Service</i>	<i>Number of Services Provided</i>		
	<i>FY 2008/09 (proposed)</i>	<i>FY 2007/08 (adopted)</i>	<i>FY 2007/08 (actual mid-year)</i>
1. Concert Series- Feb, Mar, Apr & May	4, 1/month	4	

Funding:

	<i>FY 2008/09 (requested)</i>	<i>FY 2007/08 (adopted)</i>
<i>Town funding amount</i>	\$1,500	\$1,000
<i>Total program budget</i>	\$20,150	\$18,750
<i>Town \$ as % of total</i>	7.4	5.3

Clients:

	<i>FY 2008/09 (requested)</i>	<i>FY 2007/08 (adopted)</i>
<i>Undup LG clients</i>	150	150
<i>Total undup clients</i>	300	300
<i>LG clients as % of total</i>	50	50
<i>Services per LG client</i>	2	2

Town of Los Gatos
FY 2008/09 Community Grant Program
Application Summary

Project: Art Education Services
Agency: Art Docents of Los Gatos, Inc. **Site:** All schools in LGUSD
 17000 Roberts Road
 Los Gatos, CA 95032
 Frances Barnes, Program Coordinator
 408.335.2366

Project Description: To introduce art as a tool for expression. It also serves to fulfill the arts and cultural needs of our community as outlined in the Town's arts/cultural plan.

Project Work Plan:

Direct Services

Service	Number of Services Provided		
	FY 2008/09 (proposed)	FY 2007/08 (adopted)	FY 2007/08 (actual mid-year)
1. Sequential art appreciation lessons presented a minimum of 5 times a year to each student K-5; 16/yr for 6 th grade	5/student total= 440-460 class visits	440-460	89
2. Hands-on art technique workshops for K-5.	1-3/student total=123 class visits	123	21
3. Guest Artist visits. One per school	5 visits	5	1
4. Annual Student Art Show	1 week-long art show	1	0
5. Community adult program services.	6 art tours 6 lectures 12 trainings	24	17

Indirect Services

Service	Number of Services Provided		
	FY 2008/09 (proposed)	FY 2007/08 (adopted)	FY 2007/08 (actual mid-year)
1. Information and Referral.	80-100 calls/yr	80-100	50
2. Art information newsletter.	6 per year	2	8 (newsletter+ website)
3. Website	ongoing	1	(included above)
4. Multi-media art resource loan program to teachers & docents.	500 loans/year	500	89

Funding:

	FY 2008/09 (requested)	FY 2007/08 (adopted)
Town funding amount	\$5,500	\$4,500
Total program budget	\$61,895	\$50,895
Town \$ as % of total	8.89	8.84

Clients:

	FY 2008/09 (requested)	FY 2007/08 (adopted)
Undup LG clients	2600	2600
Total undup clients	Not Stated	2600
LG clients as % of total	Not Stated	100%
Services per LG client	9	9

Town of Los Gatos
FY 2008/09 Community Grant Program
Application Summary

Project: Los Gatos Shakespeare Festival (7th Annual)

Agency: Festival Theatre Ensemble
708 Blossom Hill Road, #121
Los Gatos, Ca 95032
Leslie Wright, Treasurer
408.396.0094

Site: Oak Meadow Park, Los Gatos

Project Description: Performances of Shakespeare's "As You Like It," and "The Tempest," and an original adaptation of the classic fairy tale, "Beauty and the Beast."

Project Work Plan:

Direct Services

<i>Service</i>	<i>Number of Services Provided</i>		
	<i>FY 2008/09 (proposed)</i>	<i>FY 2007/08 (adopted)</i>	<i>FY 2007/08 (actual mid-year)</i>
Design and purchase of costumes	0	1	1
Design and build new set pieces	1	0	

Indirect Services

<i>Service</i>	<i>Number of Services Provided</i>		
	<i>FY 2008/09 (proposed)</i>	<i>FY 2007/08 (adopted)</i>	<i>FY 2007/08 (actual mid-year)</i>
13 performances	13	14	14

Funding:

	<i>FY 2008/09 (requested)</i>	<i>FY 2007/08 (adopted)</i>
<i>Town funding amount</i>	\$2,000	\$1,000
<i>Total program budget</i>	\$29,800	\$29,000
<i>Town \$ as % of total</i>	6.7	2.9

Clients:

	<i>FY 2008/09 (requested)</i>	<i>FY 2007/08 (adopted)</i>
<i>Undup LG clients</i>	Not stated	912
<i>Total undup clients</i>	Not stated	2339
<i>LG clients as % of total</i>	Not stated	39%
<i>Services per LG client</i>	Not stated	2

**Town of Los Gatos
FY 2008/09 Community Grant Program
Application Summary**

Project: Los Gatos Community Concert Association

Agency: Los Gatos Community Concert Association
1232 Brenton Avenue
San Jose, CA 95129
Sue Rizzi, President
408.253.8656

Site: Los Gatos High School
111 Church Street
Los Gatos, CA 95030

Project Description: To provide top quality classical music to the community at an affordable cost.

Project Work Plan:

Direct Services

<i>Service</i>	<i>Number of Services Provided</i>		
	<i>FY 2008/09 (proposed)</i>	<i>FY 2007/08 (adopted)</i>	<i>FY 2007/08 (actual mid-year)</i>
Classical music concerts	4 concerts per year	4 concerts per year	4

Indirect Services

<i>Service</i>	<i>Number of Services Provided</i>		
	<i>FY 2008/09 (proposed)</i>	<i>FY 2007/08 (adopted)</i>	<i>FY 2007/08 (actual mid-year)</i>
Provide complimentary tickets to music students from feeder schools and to private music teachers -- Provide fine music for community members at an affordable rate	4 concerts per year	4 concerts per year	4
Sponsor visiting artists fees for instructional classes to high school students --Stimulate students' interest in music presented in the traditional concert format, live on stage	4 concerts per year	4 concerts per year	4

Funding:

	<i>FY 2008/09 (requested)</i>	<i>FY 2007/08 (adopted)</i>
<i>Town funding amount</i>	\$1500	\$1000
<i>Total program budget</i>	\$17,600	\$15,200
<i>Town \$ as % of total</i>	8.8	9.9

Clients:

	<i>FY 2008/09 (requested)</i>	<i>FY 2007/08 (adopted)</i>
<i>Undup LG clients</i>	315	327
<i>Total undup clients</i>	377	374
<i>LG clients as % of total</i>	83.5%	87.4%
<i>Services per LG client</i>	4	4

**Town of Los Gatos
FY 2008/09 Community Grant Program
Application Summary**

Project: Junior Photography Contest

Agency: Photographic Guild of Los Gatos Educational Foundation
15900 Blossom Hill Road
Los Gatos, CA 95032
Joanne Brice, Coordinator
408.356.9035

Project Description: To encourage students to learn the skill of photography, promote their creativity, stress personal responsibility, and to nurture their feelings of self-worth.

Project Work Plan:

Direct Services

<i>Service</i>	<i>Number of Services Provided</i>		
	<i>FY 2008/09 (proposed)</i>	<i>FY 2007/08 (adopted)</i>	<i>FY 2007/08 (actual mid-year)</i>
Photography competition	1	1	1

Funding:

	<i>FY 2008/09 (requested)</i>	<i>FY 2007/08 (adopted)</i>
<i>Town funding amount</i>	\$1500	\$1000
<i>Total program budget</i>	\$1548	\$1211
<i>Town \$ as % of total</i>	96	82

Clients:

	<i>FY 2008/09 (requested)</i>	<i>FY 2007/08 (adopted)</i>
<i>Undup LG clients</i>	140 estimate	140
<i>Total undup clients</i>	312 estimate	312
<i>LG clients as % of total</i>	31%	
<i>Services per LG client</i>	2	2